

DC Sports and Entertainment Commission
Greater Washington, DC, Regional Survey
August 19-25, 2004

919 Adult Baseball Fans
Total Margin of Error: +/-3%
Region Margin of Error: +/-5.6%

FREQUENCY QUESTIONNAIRE
poll conducted by The Glover Park Group

Hello, my name is (caller name) and I'm calling from (company/organization). We are conducting a survey on current issues facing the greater Washington, DC area and we would like to ask you a few questions. We are not trying to sell you anything and won't ask for a donation. We're only interested in your opinions.

Could I please speak with the (MALE/FEMALE) in your household, 18 years or older, who celebrated a birthday most recently?

Q.1 Do you, or does anyone in your household work in the radio or television industry, for a newspaper, an advertising agency, a professional sports team or association, or for a political party or a political campaign?

	Total	DC	MD	VA
Yes	-	-	-	-
No	100	100	100	100
(Don't Know/Refused)	-	-	-	-
(ref:MEDIAEMP)				

Q.2 To make sure you are marked correctly off the list, what is your zip code?
(ref:QZIP)

Q.3 Do you live inside or outside the Washington area beltway that is formed by Interstates 95 and 495?

	Total	DC	MD	VA
Inside	81	97	66	84
Outside	16	2	31	13
(Don't Know/Refused)	2	1	3	3
(ref:BELTWAY)				

Q.4 In the past 12 months have you attended a professional baseball game, watched a professional baseball game on cable or broadcast television, or listened to a professional baseball game on the radio?

	Total	DC	MD	VA
Yes	73	69	76	74
No	26	30	24	26
(Don't Know/Refused)	0	1	-	0
(ref:FAN)				

Q.5 How would you describe your level of interest in Major League Baseball - very interested, somewhat interested, only a little interested or not at all interested?

	Total	DC	MD	VA
Very interested	30	29	30	29
Somewhat interested	35	36	34	37
Only a little interested	31	33	31	30
Not at all interested	4	2	5	4
(Don't Know/Refused)	0	-	0	0
Very/smwtd interested	65	65	64	66
Little/not interested	35	35	36	34

(ref:FAN2)

Q.6 We'd like to talk to you about some local area issues that have been in the news recently. As best as you can say, have you read, seen or heard anything about the possibility of bringing a Major League Baseball team to the greater Washington, DC area, or not?

	Total	DC	MD	VA
Yes	88	88	86	90
No	11	11	13	9
(Don't Know/Refused)	1	1	1	1

(ref:READSEEN)

[810 Respondents]

Q.7 (If yes) What specifically have you read, seen, or heard about a Major League baseball team coming to DC?

	Total	DC	MD	VA
Move to DC	26	25	27	27
Bringing a team here	23	23	24	21
Move to Northern Virginia	21	17	22	23
Peter Angelos/Orioles against the move	16	15	18	16
Controversy	15	16	13	15
Expos	15	14	14	16
Heard something on the news (non specific)	13	11	14	13
It's up in the air	9	11	6	9
Can DC afford it?	2	4	2	2
I think it's good	2	1	3	1
MLB	2	1	3	1
RFK stadium	1	1	1	2
Other	2	5	1	2
None/nothing	1	1	1	1
Don't know	3	3	3	3
Refused	0	-	-	0

(ref:WHATOPEN)

[Resume All]

Q.8 As you may know, there is a historic opportunity to bring a Major League Baseball team to the greater Washington, DC area. If a team were brought to the greater Washington, DC area, how excited would you be - very excited, somewhat excited, not very excited or not at all excited?

	Total	DC	MD	VA
Very excited	34	37	33	31
Somewhat excited	42	38	40	47
Not very excited	14	12	16	15
Not at all excited	8	11	9	5
(Don't Know/Refused)	2	2	3	2
Total excited	75	76	73	78
Total not excited	23	23	24	20
(ref:OEXCITE)				

Now I'm going to read you a description of two of the sites being considered for a new ballpark if a team were brought to the greater Washington, DC area. After I describe each location, please tell me how attractive that site is to you using a scale from 0 to 5 -- with 5 being very attractive and 0 being not attractive at all. You can use any number between 0 and 5.

The first/next is: (READ AND ROTATE)

If the ballpark were located at the site I just described, please tell me how attractive that site is to you using a scale from 0 to 5 -- with 5 being very attractive and 0 being not attractive at all? You can use any number between 0 and 5.

	5	4	3	2	1	0	DK	Mean
11 A site in Loudoun County, VA which is accessible by 66 and the Dulles Toll Road	8	9	14	14	14	37	3	1.7
DC	6	3	9	13	15	49	5	1.2
MD	6	8	15	15	16	39	2	1.5
VA	14	18	20	15	12	20	1	2.5
12 A site in the city of Washington, DC which is accessible by metro and car	58	19	12	3	2	5	1	4.1
DC	69	12	11	2	2	3	2	4.4
MD	59	20	11	3	1	4	2	4.2
VA	44	24	15	6	2	7	0	3.8
(ref:TRACK)								

Q.11/12 Summary

	Total	DC	MD	VA
DC more attractive	78	85	83	64
VA more attractive	9	5	6	19
Both equally attractive	9	4	8	16
DK/Ref in either	3	6	3	1

Q.13 Which of the two sites I just described would you prefer for a baseball team in the Greater Washington, DC area - a (ROTATE) site in Loudoun County, VA or a site in the city of Washington, DC?

	Total	DC	MD	VA
Site in Loudoun County, VA	14	8	8	29
Site in Washington, DC	82	90	90	65
(Either)	-	-	-	-
(Neither - don't want team in DC area)	1	0	1	3
(Don't Know/Refused)	2	2	1	3
(ref:PSITE)				

[131 Respondents]

Q.14 (If prefer VA site) What is the main reason you feel this way?

	Total	DC	MD	VA
Congestion/crowded	53	61	56	50
It is closer for me	20	11	9	26
Prefer the area	16	5	13	21
Crime/needs to be in a safer location	6	-	9	7
Just don't want a team in DC	3	4	-	4
Don't like the city	3	-	4	3
DC shouldn't spend money on a team	2	9	4	-
Economic reasons/brings revenue	2	7	-	1
Other	2	-	4	2
None/nothing	-	-	-	-
Don't know	1	4	-	-
Refused	-	-	-	-

[758 Respondents]

Q.14 (If prefer DC site) What is the main reason you feel this way?

	Total	DC	MD	VA
It's closer to me	22	23	24	16
Public transit access	22	16	22	29
Prefer the area	13	12	15	11
66 is unpleasant to drive	11	9	9	18
DC is easier to get to	11	9	14	10
Convenience	10	10	11	9
Economic reason/brings revenue	10	12	9	7
History/used to be a team in town	6	8	5	5
Too far	4	5	2	6
Washington is the Capital	3	3	4	1
Other	4	5	3	3
None/nothing	0	-	-	0
Don't know	1	1	1	0
Refused	0	0	-	0
(ref:SITEOPEN)				

[Resume All]

Q.16 If the Loudoun County, VA site were selected, how likely is it that you would attend at least one game per year - very likely, somewhat likely, somewhat unlikely or very unlikely?

	Total	DC	MD	VA
Very likely	21	15	14	36
Somewhat likely	23	18	22	29
(Neither)	1	1	2	2
Somewhat unlikely	15	14	16	14
Very unlikely	39	49	45	20
(Don't Know/Refused)	1	2	1	-
Total likely	44	33	36	65
Total unlikely	54	63	61	34
(ref:LOULIKE)				

Q.17 And if the Loudoun County, VA site were selected for the baseball team, about how many games each season do you think you would attend?

	Total	DC	MD	VA
0	41	52	47	21
1	22	20	21	26
2	11	9	9	14
3	6	4	5	8
4	2	2	2	3
5	4	3	4	5
6 or more	8	4	7	16
DK/Refused	6	6	5	6
Mean	3.0	1.6	2.6	5.1
(ref:LOUGAMES)				

Q.18 If the Washington, DC site were selected, how likely is it that you would attend at least one game per year - very likely, somewhat likely, somewhat unlikely or very unlikely?

	Total	DC	MD	VA
Very likely	64	68	65	58
Somewhat likely	21	19	22	23
(Neither)	1	1	1	1
Somewhat unlikely	5	4	5	7
Very unlikely	8	8	7	9
(Don't Know/Refused)	1	1	1	2
Total likely	85	87	86	81
Total unlikely	13	11	12	16
(ref:DCLIKE)				

Q.19 And if the Washington, DC site were selected for the baseball team, about how many games each season do you think you would attend?

	Total	DC	MD	VA
0	9	9	8	10
1	15	12	16	16
2	13	13	12	15
3	10	8	8	12
4	7	6	8	6
5	9	12	6	11
6-10	15	13	16	16
More than 10	15	17	19	8
DK/Refused	8	10	7	6
Mean	9.0	10.3	10.4	6.0
(ref:DCGAMES)				

Q.17/19 Summary

	Total	DC	MD	VA
Attend more DC games	64	70	71	49
Attend more VA games	8	3	4	17
Attend the same	18	14	15	26
DK in either	10	13	10	8

[70 Respondents]

Q.20 (If Q.17 > Q.19) Why would you go to fewer games if the site selected was Washington DC?

	Total	DC	MD	VA
Inconvenient	29	6	27	34
Traffic concerns	28	14	46	26
Crime/safety concerns	15	-	26	15
Don't like going to the city	13	18	-	16
Parking concerns	11	-	10	14
Virginia needs a team	3	6	-	4
It is easy	3	-	9	2
I would prefer to make an effort	2	13	-	-
Other	5	13	-	5
None/nothing	-	-	-	-
Don't know	2	-	-	2
Refused	-	-	-	-
(ref:DCWHY)				

[590 Respondents]

Q.21 (If Q.19 > Q.17) Why would you go to fewer games if the site selected was Loudoun County, VA?

	Total	DC	MD	VA
Too far	40	40	39	41
Too much traffic	20	17	19	25
Not convenient	16	21	10	18
Public transportation/metro	16	13	16	19
Not as accessible	12	14	11	9
It should be in DC	7	8	8	4
Don't go to Virginia	4	4	4	4
Not familiar with the area	3	1	5	1
I don't go to games often/at all	2	3	3	1
Would rather go to Baltimore	2	2	3	1
Other	2	3	0	3
None/nothing	0	0	1	-
Don't know	0	-	1	-
Refused	0	-	0	-

(ref:LOUWHY)

[Resume All]

Q.22 If the Loudoun County, VA site was selected for the baseball team, would you still consider this a Washington, DC baseball team, or not?

	Total	DC	MD	VA
Yes	48	35	45	68
No	47	60	51	26
(Don't Know/Refused)	5	5	4	5

(ref:DCTEAM)

Next, I'm going to give you some more information about getting to a game at either of the two sites being considered. For each, please tell me if knowing this would make you more or less likely to go to a game at this site.

Here's the first one. (READ ITEM). Would this information make you more or less likely to attend a game at this site?

(FOLLOW UP: If more/less) Is that much (more/less) or somewhat (more/less) likely to attend a game at this site?

		Much More Likely	Smwt More Likely	Nthr	Smwt Less Likely	Much Less Likely	DK/ Ref	Total More	Total Less
23 The Loudoun County, VA site is expected to be metro accessible starting in the year 2015.....	14	23	12	11	35	5		37	46
DC	10	19	11	10	40	9		30	50
MD	11	25	9	14	38	2		36	52
VA	21	25	16	9	24	5		46	34
24 The Loudoun County, VA site will be an 80 minute drive from downtown, DC at rush-hour.	4	4	6	17	65	4		8	82
DC	3	3	5	13	73	3		6	86
MD	3	3	4	18	70	2		6	88
VA	6	6	11	21	50	6		12	71
25 The Washington, DC site will be accessible by car and metro	68	18	4	2	5	1		87	8
DC	71	16	4	2	4	2		87	7
MD	75	18	2	1	4	1		93	4
VA	57	21	7	5	9	1		78	14
26 The Loudoun County, VA site will be accessible by 66 and the Dulles Toll Road. . .	9	14	12	19	42	3		23	61
DC	5	9	11	19	50	5		14	69
MD	7	10	9	25	45	3		17	70
VA	15	25	17	13	28	1		40	41

(ref:FACTLIKE)

Q.27 Have you attended a major league or minor league baseball game in the past 12 months?

	Total	DC	MD	VA
Yes - major league	31	29	31	33
Yes - minor league	7	7	9	5
Yes - both	5	5	5	5
No	57	58	56	57
(Don't Know/Refused)	0	0	-	0

(ref:GAME)

Q.28 Thinking specifically about the Orioles baseball team in Baltimore, about how many Baltimore Orioles games have you attended so far this season?

	Total	DC	MD	VA
0	69	69	65	75
1	13	13	13	14
2	7	7	10	4
3	4	5	5	3
4	2	2	2	1
5	1	1	0	1
6 or more	3	2	4	2
D K/Refused	0	1	0	0
Mean	0.9	0.7	1.2	0.6
(ref:ORIOLE)				

Q.17/19/28 Summary: New Ticket Buyers: People who have not been to an Orioles game this season and say they would go to at least one game at the given site.

	Total	DC	MD	VA
New VA site ticket buyer	34	26	26	52
New DC site ticket buyer	56	54	53	60

Q.29 If a Major League Baseball team were brought to the Loudoun County, VA site, do you think you would go to more, less, or about the same number of Orioles games as you do now?

	Total	DC	MD	VA
More Orioles games	15	9	14	24
Fewer Orioles games	23	22	28	19
About the same number	57	60	55	55
(Don't Know/Refused)	5	9	3	3
(ref:NORIOLE1)				

Q.30 And if a Major League Baseball team were brought to the Washington, DC site, do you think you would go to more, less, or about the same number of Orioles games as you do now?

	Total	DC	MD	VA
More Orioles games	37	37	43	30
Fewer Orioles games	18	18	15	21
About the same number	40	38	39	44
(Don't Know/Refused)	4	7	2	4
(ref:NORIOLE2)				

Q.33 Finally, I just have a few questions for statistical purposes only.

Gender (record by observation)

	Total	DC	MD	VA
Male	53	51	52	56
Female	47	49	48	44
(ref:GENDER)				

Q.34 What is your age?

	Total	DC	MD	VA
18-24	12	10	13	11
25-29	10	10	8	14
30-34	11	13	9	13
35-39	8	8	9	7
40-44	9	10	10	7
45-49	9	8	8	10
50-54	10	10	10	10
55-59	8	4	9	10
60-64	7	8	8	3
65-69	6	6	6	5
70-74	9	11	9	7
Over 74	2	2	2	2
(Refused)	-	-	-	-
(ref:AGE2)				

Q.35 Do you have any children under the age of 18 living at home?

	Total	DC	MD	VA
Yes	27	19	33	28
No	73	80	67	72
(Refused)	1	1	0	1
(ref:KIDS)				

Q.36 What is the last grade you completed in school?

	Total	DC	MD	VA
Grade school (1-8)	1	1	1	1
Some high school (9-11)	5	6	7	3
High School Graduate	18	20	21	13
Technical/Vocational	2	1	2	1
Some College	16	15	20	13
Graduated college	34	31	28	45
Graduate/professional	22	25	19	22
(Don't know/refused)	1	1	1	2
(ref:EDUC)				

Q.37 For statistical purposes only, in which of the following categories does your total annual household income fall?

	Total	DC	MD	VA
Under \$25,000	9	13	8	7
Between \$25 and \$49,999	21	22	23	16
Between \$50 and \$74,999	16	17	14	19
Between \$75 and \$99,999	13	11	15	15
Between \$100 and \$149,999	12	8	13	16
Over \$150,000	10	9	8	12
(Refused)	18	21	18	16
(ref:INCOME)				

[303 Respondents]

Q.38 (If DC Respondent) Which ward do you live in?

	Total	DC	MD	VA
Ward 1	8	8	-	-
Ward 2	10	10	-	-
Ward 3	11	11	-	-
Ward 4	14	14	-	-
Ward 5	11	11	-	-
Ward 6	7	7	-	-
Ward 7	11	11	-	-
Ward 8	6	6	-	-
Refused	21	21	-	-

(ref: WARD)

[Resume All]

Q.39 How long have you lived in the greater Washington, DC area?

	Total	DC	MD	VA
Under 1 year	4	4	3	3
1 - 4	13	16	10	14
5 - 9	11	10	10	14
10 - 14	8	6	5	12
15 - 19	8	6	12	6
20 - 29	12	10	13	13
30 - 39	12	12	11	12
40 or more	21	24	21	17
Whole life	10	10	12	7
DK/Refused	2	2	2	1
Mean	30.6	31.6	33.1	26.4

(ref: RESIDE)

Q.40 Are you from a Hispanic, Latino, or Spanish-speaking background? (IF "NO", ASK:) What is your race—white, black, Asian, Pacific Islander or something else?

	Total	DC	MD	VA
White	49	39	43	68
Black	33	47	39	10
Hispanic/Latino	10	8	11	11
Asian	3	1	3	5
Pacific Islander	0	-	-	0
(Indian)	0	0	0	0
(Other)	2	3	2	3
(Refused)	2	2	2	3

(ref: RACE)

Region

	Total	DC	MD	VA
DC	33	100	-	-
Maryland	37	-	100	-
Virginia	30	-	-	100